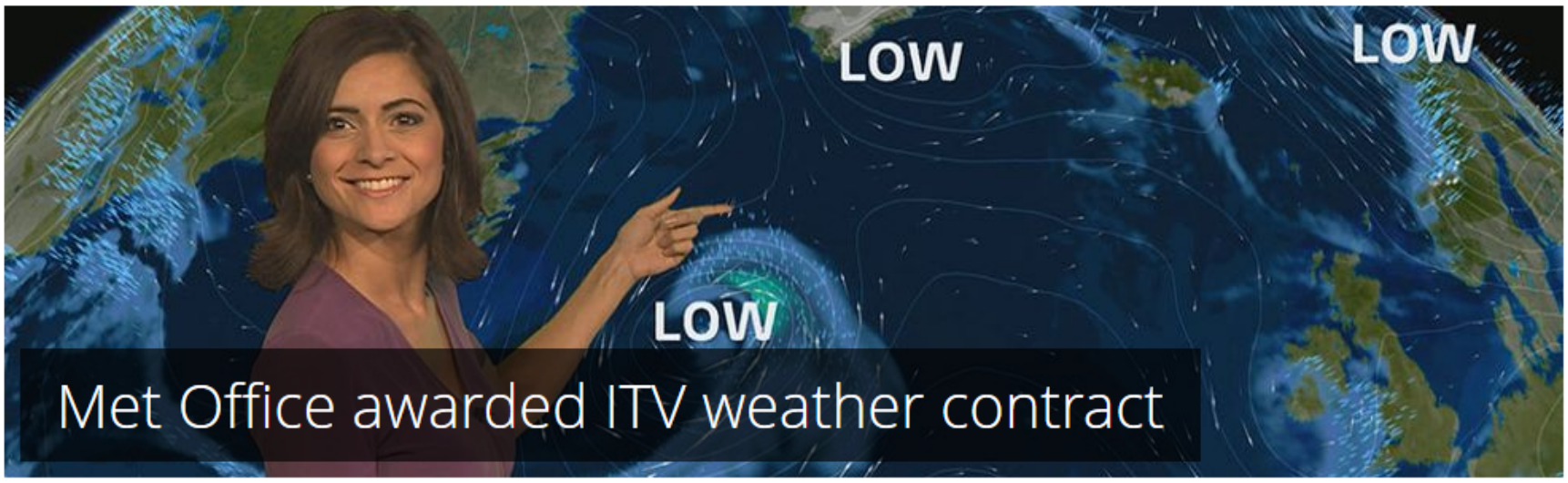

3 October 2016 - Today sees the launch of ITV's new weather graphics and services provided by the Met Office

From today (Monday 3 October) ITV viewers will see a new look to their weather graphics as part of a new contract signed with the Met Office. This agreement strengthens the relationship between the UK's most watched commercial broadcaster and the UK's national weather service, and affirms ITV's position as the broadcast home of Met Office Weather.

The Met Office has been providing weather services to ITV for over 25 years, and has worked with ITV on the new look weather Graphics, which launched on air across ITV's national, regional, and Good Morning Britain bulletins today.

Laura Tobin presenting ITV weather on Good Morning Britain

Rob Varley, Chief Executive of the Met Office, said: "The Met Office is proud of its long association with ITV. The new service we're launching today is the latest exciting development in our work together and will ensure ITV's UK audiences continue to receive our trusted forecasts and critical warnings so they are prepared for whatever the weather may bring."

Michael Jermey, ITV's Director of News and Current Affairs, said: "We are pleased to be extending our established working relationship with the Met Office, who continue to provide the highest quality and most accurate weather forecasts for our audiences. The new look weather service we have developed which is on air from today means even more detailed forecasts for our audiences across the UK."

ITV commissioned research to understand how current viewers and consumers engage with the weather and the results have helped shape the new design of weather graphics and presentation.

Research undertaken by the broadcaster showed that viewers valued the delivery and reporting provided by ITV's Weather presenters, but were keen to see a graphics system in ITV's weather broadcasts that gave a greater visual understanding of how the weather will impact their location, and a stronger sense of how the weather changes over time in their local area.

The new ITV graphics see the traditional graphics and symbols of previous broadcasts being replaced with more lifelike high resolution maps. These, combined with animated weather effects and a detailed local breakdown across the UK will help the audience understand what to expect hour-by-hour through the day.

Last updated: 3 October 2016